

**AMENDMENTS TO THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application:

1-16. (cancelled).

17. (currently amended) A machine-implemented method, comprising:

storing, remote to a client, user specific data that reflects one or more user interests of a user, wherein said user specific data is collected using a search website that provides searching functionality;

~~retrieving~~ selecting a set of sponsored content to integrate into information generated for display to said user by a non-search application;

wherein the set of sponsored content is selected based, at least in part, on said user specific data; and

integrating said set of sponsored content within said information; ~~into a display generated by~~

wherein said non-search application is one from a group consisting of: an email client, an instant messaging client, and a website other than said search website.

18. (currently amended) The method of Claim 17, wherein said user specific data includes a word or phrase ~~upon which the user, search for~~ submitted in a search query, by the user, using said search website.

19. (currently amended) The method of Claim 17, wherein said set of sponsored content has a higher priority ~~on said display~~ than other content within said information ~~on said display~~.

20. (currently amended) The method of Claim 17, wherein said step of integrating said set of sponsored content into a display within said information comprises:

displaying said set of sponsored content on said display within said information using a characteristic of pre-existing content of said information on said display, wherein said characteristic includes one from a group consisting of the following: a design of said pre-existing content, a motif of said pre-existing content, an organization of said pre-existing content, and a layout of said pre-existing content.

21. (currently amended) The method of Claim 17, wherein said search application is an email client and said step of integrating said set of sponsored content into a display within said information comprises:

displaying, at least a portion of, said set of sponsored content when displaying one or more email messages in [[an]] said email client.

22. (currently amended) The method of Claim 21, wherein the display of said one or more email messages comprising the display of said set of sponsored content is visually separated from ~~the display of~~ other email messages in said email client.

23. (currently amended) The method of Claim 17, wherein said step of integrating said set of sponsored content into a display within said information comprises:

displaying~~[[,]]~~ at least a portion of~~[[,]]~~ said set of sponsored content on a website other than said search website.

24. (currently amended) The method of Claim 23, wherein the portion of said set of sponsored content displayed on said website integrated within said information is displayed using the same design, motif, organization, or layout as other text on said website.
25. (currently amended) The method of Claim 23, wherein the portion of said set of sponsored content displayed on said website integrated within said information is a banner advertisement.
26. (currently amended) A machine-readable storage medium carrying instructions, which when executed by one or more processors, causes a machine to perform the steps of:
- storing, remote to a client, user specific data that reflects one or more user interests of a user, wherein said user specific data is collected using a search website that provides searching functionality;
- ~~retrieving~~ selecting a set of sponsored content to integrate into information generated for display to said user by a non-search application;
- wherein the set of sponsored content is selected based, at least in part, on said user specific data; and
- integrating said set of sponsored content within said information; ~~into a display generated by~~
- wherein said non-search application is one from a group consisting of: an email client, an instant messaging client, and a website other than said search website.

27. (currently amended) The machine-readable storage medium of Claim 26, wherein said user specific data includes a word or phrase ~~upon which the user search for~~ submitted in a search query, by the user using said search website.
28. (currently amended) The machine-readable storage medium of Claim 26, wherein said set of sponsored content has a higher priority ~~on said display~~ than other content within said information on said display.
29. (currently amended) The machine-readable storage medium of Claim 26, wherein said step of integrating said set of sponsored content ~~into a display~~ within said information comprises:
- displaying said set of sponsored content on said display using a characteristic of pre-existing content ~~on said display~~ within said information, wherein said characteristic includes one from a group consisting of the following: a design of said pre-existing content, a motif of said pre-existing content, an organization of said pre-existing content, and a layout of said pre-existing content.
30. (currently amended) The machine-readable storage medium of Claim 26, wherein said step of integrating said set of sponsored content ~~into a display~~ within said information comprises:
- displaying[[.]] at least a portion of[[.]] said set of sponsored content when displaying one or more email messages in [[an]] said email client.
31. (currently amended) The machine-readable storage medium of Claim 30, wherein the display of said one or more email messages comprising the display of said set of

sponsored content is visually separated from the display of other email messages in said email client.

32. (currently amended) The machine-readable storage medium of Claim 26, wherein said step of integrating said set of sponsored content ~~into a display within said information~~ comprises:

displaying, at least a portion of, said set of sponsored content on a website other than said search website.

33. (currently amended) The machine-readable storage medium of Claim 32, wherein the portion of set of sponsored content ~~displayed on said website~~ integrated within said information is displayed using the same design, motif, organization, or layout as other text on said website.

34. (currently amended) The machine-readable storage medium of Claim 32, wherein the portion of said set of sponsored content ~~displayed on said website~~ integrated within said information is a banner advertisement.

35. (currently amended) The method of Claim 17, wherein said step of integrating said set of sponsored content ~~into a display within said information~~ comprises:

displaying, at least a portion of, said set of sponsored content when displaying one or more email messages in [[an IM]] said instant messaging client.

36. (currently amended) The method of Claim 26, wherein said step of integrating said set of sponsored content ~~into a display within said information~~ comprises:

displaying, at least a portion of, said set of sponsored content when displaying one or more email messages in [[an IM]] said instant messaging client.

37. (new) The method of Claim 17, wherein said non-search application is an instant messaging client.
38. (new) The method of Claim 26, wherein said non-search application is an instant messaging client.